



June 29, 2017

**BY ELECTRONIC FILING**

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 Twelfth Street, S.W.  
Washington, DC 20554

**Re: Notice of *Ex Parte* Communication in GN Docket No. 16-142**

Dear Ms. Dortch:

On June 27, 2017, representatives of the American Television Alliance (“ATVA”)<sup>1</sup> met with the following FCC staff regarding the proposed ATSC 3.0 transition:

- **Media Bureau:** Michelle Carey, Nancy Murphy, Martha Heller, Steven Broeckaert, Brendan Murray, Diana Sokolow, Evan Baranoff, Kathy Berthot, and Kim Matthews
- **Office of General Counsel:** Susan Aaron and David Konczal
- **Office of Engineering and Technology:** Barbara Pavon and Mark Colombo

The ATVA representatives reviewed the policy positions advanced in comments and reply comments filed in this proceeding.<sup>2</sup> We noted that ATVA and its members do not oppose the ATSC 3.0 broadcast standard. Broadcasters should be free to improve the free television service they have offered for decades. Permissionless innovation allows all providers—including both broadcasters and MVPDs—to better serve their customers. At the same time, however,

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<sup>1</sup> Present on behalf of the ATVA, along with the undersigned, were: Christianna Barnhart (Charter); Zachary Clark (Harris, Wiltshire & Grannis LLP); Stacy Fuller (AT&T); Leora Hochstein (Verizon); Mike Jacobs (ITTA); Hadass Kogan (DISH); Ross Lieberman (ACA); Alison Minea (DISH); Michael Nilsson (Harris, Wiltshire & Grannis LLP); Stephen Pastorkovich (NTCA – The Rural Broadband Association); and Amanda Potter (AT&T).

<sup>2</sup> Comments of the American Television Alliance, GN Docket No. 16-142, May 9, 2017, *available at* <https://ecfsapi.fcc.gov/file/10509290260067/ATVA%20Comments%2C%20GN%20Docket%20No.%2016-142%2C%205-9%20FINAL.pdf>; Reply Comments of the American Television Alliance, GN Docket No. 16-142, June 8, 2017, *available at* <https://ecfsapi.fcc.gov/file/10608839818639/ATVA%20Reply%20Comments%20GN%20Docket%20No.%2016-142%20FINAL.pdf>.

television stations operate in a complex ecosystem with many other participants. Because of this, the Commission should keep two overriding goals in mind as it considers the “rules of the road” for the ATSC 3.0 transition. First, the proposed transition must, in the words of Commissioner O’Rielly, be “completely voluntary for all participants—broadcasters, distributors, and consumers alike.”<sup>3</sup> Second, the transition must not harm others in the ecosystem—including MVPDs and their subscribers.

Respectfully submitted,

/s/

Mike Chappell

Executive Director

cc (by email):

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<sup>3</sup> Statement of Commissioner Michael P. O’Rielly, Authorizing Permissive Use of the “Next Generation” Broadcast Television Standard, *Notice of Proposed Rulemaking*, GN Docket No. 16-142 (rel. Feb. 24, 2017).